



November 25, 2011

Shoshana M. Grove
Secretary
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268-0001

Re: Docket No. R2011-5

In accordance with Commission Order No. 731, issued on May 17, 2011, the Postal Service hereby provides its data collection report on the 2011 Mobile Barcode Promotion Program.

Sincerely,

Brandy A. Osimokun
Attorney

2011 Mobile Barcode Promotion Program Data Collection Report

As required by Order No. 731 in Docket No. R2011-5, the Postal Service presents its data collection report on the Mobile Barcode Promotion Program that ran from July 1, 2011 through August 31, 2011.

Background:

As stated in the Notice and Order Concerning Market Dominant Price Adjustment for First-Class Mail and Standard Mail, the primary intent of the Mobile Barcode Promotion was to generate awareness of how mobile technology can be integrated into mail campaigns. Customer participation in the promotion greatly exceeded the initial expectations of the Postal Service, meeting the primary goal of increasing awareness.

Commission Requested Data:

As requested by the Commission, the chart below shows the volume of mail claiming the discount as well as the discount claimed on those pieces.

Mail Class	Volume (in Millions)	Discount (in Thousands)
First Class Mail:		
Presort Letters	474	\$5,072
Presort Flats	1	\$43
Presort Cards	5	\$22
Total First Class Mail	480	\$5,137
Standard Mail:		
Commercial:		
Letters	1,530	\$9,464
Flats	406	\$4,472
CR	946	\$7,078
Sat-HD Letters	380	\$1,686
Sat-HD Flats	1,094	\$5,567
Total Commercial	4,356	\$28,267
Non Profit:		
Letters	65	\$223
Flats	36	\$235
CR	43	\$200
Sat-HD Letters	20	\$42
Sat-HD Flats	11	\$29
Total Non Profit	175	\$730
Total Standard Mail	4,531	\$28,997
Total	5,012	\$34,134